

File

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: . Dr. M. Hausermann
Date: July 31, 1983
From: . J. E. Wickham
Subject: . CO and NO Deliveries of Philip Morris and Competitive Brands

Attached is a copy of the subject report based on cigarettes manufactured during the period March, 1983 through June, 1983.

The CO delivery (8 to 10 mg/cigt.) of Pall Mall Lights 100 increased correlating with a decrease in filter ventilation (53 to 36%).

The following new brands were added to the test market table (Table X):

Century 85	-	R. J. Reynolds
Century Lights 85	-	R. J. Reynolds
Dorado 85	-	Liggett Group
L & M Superior 85	-	Liggett Group

JEW:rad

cc: Mr. J. C. Bowling	Mr. G. Weissman
Mr. H. Cullman	Dr. K. Houghton
Mr. J. F. Cullman, III	Dr. R. B. Seligman
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Attachments

Jewickham

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